

We Claim:

1. A system comprising:  
a plurality of disposable absorbent products, wherein at least one of said disposable absorbent products includes a tag; and  
a reader that identifies said tag and plays media based on the identity of said tag.
2. The system of claim 1 wherein each tag on said plurality of disposable absorbent products is different from other tags on said plurality of disposable absorbent products, and said reader plays different media based on the identity of said tags.
3. The system of claim 1 wherein said tag is a barcode and said reader includes a scanner that identifies said barcodes.
4. The system of claim 1 wherein said plurality of disposable absorbent products is diapers.
5. The system of claim 1 wherein said plurality of disposable absorbent products is wipes.
6. The system of claim 1 wherein said reader is included in a toy.
7. The system of claim 1 wherein said reader is operatively associated with an item selected from the group consisting of a changing pad, a play mat, a car seat, a high chair pad, a protective polymeric sheet and a crib liner.
8. The system of claim 1 wherein said media includes audio recordings.

9. The system of claim 1 wherein said media includes video recordings.
10. The system of claim 1 wherein said media includes aroma emitted by said reader.
11. The system of claim 1 wherein said media includes educational materials.
12. The system of claim 1 wherein said media includes customized information.
13. The system of claim 1 wherein said media includes product-related information.
14. The system of claim 13 wherein said product-related information includes information relating to contests.
15. The system of claim 13 wherein said product-related information includes information relating to promotions.
16. The system of claim 1 wherein said reader receives said media over the internet.
17. The system of claim 1 wherein said tags include information related to a user of said plurality of disposable absorbent products.
18. The system of claim 17 wherein said reader includes information related to a user of said plurality of disposable absorbent products such that the reader plays media that references the user of said plurality of disposable products.
19. The system of claim 1 wherein said plurality of disposable absorbent products is a first plurality of disposable absorbent products and the system further comprises a second plurality of disposable absorbent products that

includes at least one tag that is different than said tag on said first plurality of disposable absorbent products, and wherein said reader plays one type of media when a tag identifies a product in said first plurality of disposable absorbent products and plays different media when a tag identifies a product in said second plurality of disposable absorbent products.

20. The system of claim 1 wherein said reader is a first reader and the system further comprises a second reader that plays media based on the identity of the tags, the first reader playing different media than the second reader.

21. The system of claim 1 wherein each of said tags includes a transmitter.

22. The system of claim 21 wherein said reader includes a receiver that identifies said transmitters.

23. The system of claim 22 wherein said reader monitors said tags on said plurality of disposable absorbent products.

24. The system of claim 23 wherein said reader monitors a location of said tags.

25. The system of claim 24 wherein said reader is a first reader that monitors a location of the tags and the system further comprises a second reader that monitors a location of the tags.

26. The system of claim 23 wherein said tags include a sensor that monitors a condition of the tags.

27. The system of claim 26 wherein said plurality of disposable absorbent products is diapers, and said sensor monitors wetness of said tags.

28. The system of claim 26 wherein said reader plays said media depending on said condition of said tags.

29. A system comprising:

a plurality of disposable absorbent products, wherein at least one of said disposable absorbent products includes a tag; and

a reader that identifies said tags on said plurality of disposable absorbent products, wherein said reader provides information relating to one other product based on the identity of said tags.

30. The system of claim 29 wherein said plurality of disposable absorbent products is diapers, and said one other product is food.

31. The system of claim 29 wherein said plurality of disposable absorbent products is diapers, and said one other product is toys.

32. The system of claim 29 wherein said reader plays media that includes information relating to said one other product based on the identity of said tags.

33. The system of claim 29 wherein said reader provides promotional information relating to said one other product based on the identity of said tags.

34. A system comprising:

a plurality of disposable absorbent products, wherein at least one of said disposable absorbent products includes a tag;

a reader that identifies said tags on said plurality of disposable absorbent products; and

a card attached to at least one of said plurality of disposable absorbent products, the reader sending a signal to said card to play media based on the identity of said tags.

35. The system of claim 34 further comprising a plurality of cards that are attached to each one of said plurality of disposable absorbent products.

36. The system of claim 34 wherein said plurality of disposable absorbent products is diapers.

37. The system of claim 34 wherein said reader receives said media over the internet.

38. The system of claim 34 wherein said card is flexible.

39. The system of claim 34 wherein said media includes audio recordings.

40. A method comprising:

marking at least one of a plurality of disposable absorbent products with a tag; and

providing a reader that plays media based on the identity of the tag.

41. The method of claim 40 wherein marking at least one of a plurality of disposable absorbent products with a tag includes marking some of the plurality of disposable absorbent products with a tag.

42. The method of claim 40 wherein marking at least one of a plurality of disposable absorbent products with a tag includes marking each of the plurality of disposable absorbent products with a unique tag.

43. The method of claim 40 wherein marking at least one of a plurality of disposable absorbent products with a tag includes marking some diapers with a tag.

44. The method of claim 40 wherein marking at least one of a plurality of disposable absorbent products with a tag includes marking some of the plurality of disposable absorbent products with a barcode.
45. The method of claim 40 wherein marking at least one of a plurality of disposable absorbent products with a tag includes placing a transmitter on some of the plurality of disposable absorbent products.
46. The method of claim 45 wherein providing a reader includes providing a receiver that identifies the transmitters on the plurality of disposable absorbent products.
47. The method of claim 46 wherein providing a reader includes providing a reader that monitors the tags on the plurality of disposable absorbent products.
48. The method of claim 47 wherein providing a reader that monitors the tags includes providing a reader that monitors a location of the tags.
49. The method of claim 48 wherein the reader is a first reader, the method further comprising providing a second reader that monitors a location of the tags.
50. The method of claim 47 wherein providing a reader that monitors the tags includes providing a sensor that monitors a condition of the tags.
51. The method of claim 50 wherein the plurality of disposable absorbent products are diapers such that providing a sensor includes providing a sensor that monitors wetness of the tags.
52. The method of claim 50 wherein providing a reader includes providing a reader that plays media which includes an alarm depending on said condition of said tags.

53. The method of claim 40 wherein providing a reader that plays media based on the identity of the tags includes providing a reader that plays different media based on the identity of the tags.

54. The method of claim 40 wherein providing a reader that plays media includes providing a reader that plays audio-video recordings.

55. The method of claim 40 wherein providing a reader that plays media includes providing a reader that emits an aroma.

56. The method of claim 40 wherein providing a reader that plays media includes providing a reader that plays media with information customized to a user of the reader.

57. The method of claim 40 wherein providing a reader that plays media includes providing media that includes educational material.

58. The method of claim 40 wherein providing a reader that plays media includes providing media that includes product-related information.

59. The method of claim 40 wherein said reader is a first reader, and the method further comprises providing a second reader that plays different media based on the identity of the tags.

60. The method of claim 40 wherein providing a reader includes providing a reader to consumers of the plurality of disposable absorbent products.

61. The method of claim 60 wherein providing a reader to consumers includes providing a toy to consumers.

62. The method of claim 60 further comprising selling the plurality of disposable absorbent products to consumers.

63. The method of claim 62 wherein selling the plurality of disposable absorbent products to consumers includes selling diapers to consumers.
64. The method of claim 60 wherein providing a reader to the consumers of the plurality of disposable absorbent products includes selling the reader to the consumers.
65. The method of claim 60 wherein providing a reader to the consumers of the plurality of disposable absorbent products includes providing media to the consumers that can be played by the reader.
66. The method of claim 65 wherein providing media to the consumers that can be played by the reader includes providing media to the consumers over the internet.
67. A method comprising:
  - marking at least one of a plurality of disposable absorbent products with a tag; and
  - providing a reader to consumers of the plurality of disposable absorbent products, the reader supplying information to the consumers relating to one other product based on the identity of the tags.
68. The method of claim 67 wherein marking at least one of a plurality of disposable absorbent products with a tag includes marking diapers with a tag.
69. The method of claim 67 wherein supplying information to consumers relating to one other product includes supplying information relating to toys.
70. The method of claim 67 wherein supplying information to consumers relating to one other product includes supplying information relating to food.

71. The method of claim 67 wherein providing a reader to consumers includes providing a reader that plays media with information relating to the one other product based on the identity of the tags.

72. The method of claim 67 wherein providing a reader to consumers includes providing a reader to a seller of the one other product.

73. The method of claim 72 wherein providing a reader to a seller of the one other product includes providing media with information as to where to locate the one other product.